Admissions Now Open:
Academic Year 2016-17

Admissions are now being accepted in the following programs:

Engineering: B.Tech /M.Tech
- Computer Science Engineering
- Electronics & Communication Engg.
- Mechanical Engineering
- Technology & Entrepreneurship

Management: BBA
Computer Applications: BCA/MCA
Biological Sciences: BSc/MSc

Journalism: BA
Mass Communication: MA

Health Care:
Pharmacy:
B.Pharm/M.Pharm/Pharm.D
Nursing: BSc/MB BSc/MSc
Physiotherapy: BPT/MPT

For details on fee and other information please visit: www.dsu.edu.in
E-mail: admissions@dsu.edu.in
Call: +91 80 4216 17 05/06

Engineering Programs will be offered at:
Dayananda Sagar University – Innovation Campus
Kudlu Gate, Hosur Main Road, Bengaluru - 560068.

All other programs would be offered at:
Campus1, Kumaraswamy Layout, Shavige Malleswara Hills, Bengaluru-78

For spot admissions visit:
- Dayananda Sagar University, School of Engineering, Kudlu Gate, Hosur Main Road, Bengaluru. Call: +91 7411880553 /8762040113/9036288979

Or
- University Office, 6th Floor, Dental College Building, DSI Campus, Kumaraswamy Layout, Shavige Malleswara Hills, Bengaluru - 560078.

Hostels: Separate hostels for boys and girls are available. Transport: Available for students joining the DSU Innovation Campus.

Campus Visit and Open House Sessions are scheduled at our Campuses in Hosur Road and in Kumaraswamy Layout from 4th to 11th July 2015, between 9.30am to 3.00pm. For details call: 080-42161759
CHIEF PATRONS
Dr. D. Hemachandra Sagar
Dr. D. Premachandra Sagar

Editor-in-Chief
Dr. (Brig) Sandes

Associate Editor
Dr. Veena K N

Executive Editor
Prof. Umesh Chandra

Language Editor
Prof. Meera Krishnan

Printed and Published by
Principal
Dayananda Sagar Business Academy
Kanakapura Main Road.
Opp. Art of Living, Udayapura.
Banagalore-560082
Karnataka-India
Ph: +91-9036002978, Fax:080-28432909
Email- dsbajrm@gmail.com
Website: www.dsba.edu.in, www.dayanandasagar.edu

Dayananda Sagar Business Academy Journal of Research in Management. All rights are reserved. No part of this publications may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, recording or otherwise, without written permission of the copywrite holder.

Disclaimer Responsibility for opinions and statements contained in the papers, notes, correspondence, reviews, and discussion is that of others, not of the editors, the journal copywrite owner, or publisher.

All rights reserved

<table>
<thead>
<tr>
<th>Term</th>
<th>No of Issues</th>
<th>Price</th>
<th>You Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Year</td>
<td>2</td>
<td>Rs. 400</td>
<td>Rs. 300</td>
</tr>
<tr>
<td>2 Year</td>
<td>4</td>
<td>Rs. 800</td>
<td>Rs. 600</td>
</tr>
<tr>
<td>3 Year</td>
<td>6</td>
<td>Rs. 1200</td>
<td>Rs. 900</td>
</tr>
</tbody>
</table>

Courses Offered
UG Courses - BBA, B.Com, BCA (Bangalore University)
Sagar Business Academy PG Course – MBA (University of Mysore)
<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Title</th>
<th>Page No</th>
</tr>
</thead>
</table>
| 1     | A Theoretical Approach on Pyroelectric Energy Harvesting: Challenges and Opportunities  
Prof. James Alex & Prof. Shruthi Prabhakar | 1       |
| 2     | Sustainable Green Entrepreneurial Avenues for Fashion Industry       | 13      |
|       | Dr. Mamatha G. Hegde                                                |         |
| 3     | ICT and Rural Development                                           | 21      |
|       | Dr. H. M. Tejaswini & Prof. Rekha C.                                |         |
| 4     | Unlocking the Power of Conscious Mind of the Budding Management Professionals by Adopting Effective Pedagogical Tools in Behavioural Training Programs  
Dr. Umashankar K. & Prof. Charitra H. G. | 35      |
| 5     | Forecasting Daily Volatility using GARCH (1, 1)Model: A Study of select Steel Companies in India  
Dr. Panduranga V & Mr. Dhondiba Nikkam | 47      |
| 6     | Succession Planning: Issues and concerns  
An analysis of Nonprofit sector and implications of PACE model  
Prof. Lakshmypriya K. & Dr. G. Rabia Jahani Farzana | 73      |
| 7     | Responsible Management Education  
A Curriculum Approach  
Dr. (Brig.) Sandes & Prof. Surekha V. Nayak | 85      |